

# Identifying Starbucks Consumer Preferences and Satisfaction amid the Boycott Movement on Starbucks

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**Abstract:** Starbucks a global coffee company and a giant in the coffee industry, has faced significant challenges impacting its business and trade activities worldwide due to being a target of boycott movements arising from the Israel-Palestine conflict. These boycotts, highly prevalent on social media, have led to a decline in Starbucks' profits globally, particularly in Indonesia. Despite the widespread boycott movements, some consumers continue to patronize Starbucks and choose it as their coffee destination. This study aims to explore how consumers perceive the Starbucks brand and identify the factors influencing their decision to continue choosing Starbucks amid the boycotts. The research employs a mixed-methods research (MMR) approach, combining qualitative and quantitative methods, utilizing surveys, observations, in-depth interviews, and secondary data analysis such as documents and supporting information. The selection of respondents and informants was conducted purposefully based on specific criteria. The findings reveal that Starbucks Dprima's consumers are predominantly individuals seeking a comfortable space to complete academic or professional tasks. The factors driving their continued patronage include the comfort and satisfaction they experience, along with the appealing facilities and services provided by Starbucks. The consumers' views on the boycott are generally neutral or opposed, as they believe clearer and more comprehensive information is necessary before accepting boycott-related claims. Additionally, personal consumer perspectives on the boycott issue play a key role in their decision to continue visiting and choosing Starbucks Dprima.

**Keywords:** Starbucks; Consumer; Boycott; Satisfaction.

## 1. INTRODUCTION

Coffee is currently one of the favorite drinks of people in all circles, be it the lower, middle, or upper-middle-class economic groups. Coffee drinking culture tends to be drunk at certain times, generally at leisure times and when you want to start activities. The traditional way of drinking coffee in Indonesia previously also tended to be simple, only using fine black coffee dissolved in hot water, then mixed with sugar to reduce the bitter taste. However, in this era of globalization, people's coffee consumption patterns tend to change, whether they are aware of it or not. Changes in the style of drinking coffee, which used to only use hot water and sugar, are now dominantly changed to be more varied, such as mixing it with milk, mixing it with syrup, brewing it in many ways using manual methods, and mixing coffee with ice cubes which are then blended (Gumulya & Helmi, 2017). The time to drink coffee, which used to only be drunk in the morning or during the afternoon during breaks, has also changed due to the presence of cafes and coffee shops that allow consumers to drink coffee at any time. The lifestyle of drinking coffee, which can usually be drunk at home with family, has now changed to drinking it outside the home, such as in a shop or café. This is because globalization in the economic aspect has changed the lifestyle of most people in Indonesia in the culture of drinking coffee that entered Indonesia through the coffee business, such as the emergence of Starbucks in Indonesia (Nurhasanah & Dewi, 2019).

Starbucks is a Global Company whose products predominantly sell coffee, from coffee beans to coffee-containing beverages that were born in Seattle, United States in 1971 (Chuang,

2019). In 2002, Starbucks collaborated with an Indonesian company, PT. Mitra Adi Perkasa opened his first store in Indonesia at Plaza Indonesia, Jakarta. The development of Starbucks in Indonesia until 2023 has resulted in more than 500 outlets spread across 59 cities throughout Indonesia (Gusnadi et al., 2024). Based on the results of independent research conducted by Toffin, until the end of 2022, Starbucks always occupies the top position as the most visited coffee shop in Indonesia (Manik & Siregar, 2022)

In October 2023, the Israeli-Palestinian conflict experienced an escalation in the intensity of the war which resulted in the deaths of 62 Palestinian civilians. The war that occurred then became a crime that violated the laws of war because of the casualties of Palestinian civilians. On the other hand, the State of Palestine, represented by the Hamas Organization, is also suspected of committing war crimes by launching 320 rockets and mortars into Israeli civilian population centers. Israel claimed that the Palestinian attack had left 12 civilians, 2 children, and 1 military dead in the attack. An attack that is not aimed at the military is a violation of the law, moreover, a deliberate attack without calculation is a war crime (Kaloko et al., 2022). The conflict that occurred in the Middle East between Palestine and Israel triggered conflict tensions that are not only limited to war-affected countries, but around the world. This tension was triggered due to the rampant information related to the war that appeared on the internet, so people reacted emotionally. These emotional emotions then escalated into a mass movement of people on social media with a pattern of partiality on international issues.

According to [bbcnews.com](https://www.bbc.com/news/business-67432080) on November 23 2024<sup>1</sup>, the movement to boycott products affiliated with Israel is rampant on social media, especially on social media Twitter—Starbucks, one of the companies included in the boycott list. The beginning of this boycott movement began when Starbucks workers who are members of Starbucks Workers United called for support for Palestine, a country that is experiencing conflict with Israel on the X account (which used to be a social media Twitter). In response, Starbucks filed a lawsuit against its union not to use Starbucks because it made Starbucks' reputation go down and angered some of its customers. With this decision, Starbucks reaped a negative response from many people who regretted that Starbucks reported its union voicing support for Palestine in the Federal Court in Iowa, United States. This triggers negative sentiment towards the company and grows into a social movement based on emotions and has the potential to damage the company's image (Simon, 2011). Public views are created from reactions related to sensitive phenomena that result in the birth of negative views, leading to people who try to avoid or avoid interaction with the Starbucks brand (Gusnadi et al., 2024). Boycotts that are included in the practice of cancel culture are caused by their views or actions that are socially or morally unacceptable and are carried out simultaneously and reactively by attracting support for certain individuals or bodies who are considered to have committed mistakes that are not by mutually agreed moral values (Susilawati et al., 2024)

The mass boycott or cancel culture experienced by Starbucks has a negative impact on the income of its business (Sugandi & Anggraini, 2024). Reporting from [Katadata.com](https://katadata.com) in February 2024<sup>2</sup>, Starbucks in Indonesia experienced a decline in sales of up to 35% and Starbucks internationally suffered a loss of 12 billion US dollars at the end of 2023. As an illustration of the results of my observation at one of the Starbucks stores in Makassar, Indonesia, before December 2023, this store used to get 13 million rupiah to 20 million rupiah per day from its sales. However, when the boycott movement echoed, this store only got 4 million rupiah to 6 million rupiah per day. The way to voice this boycott movement is not only through social media but also through demonstrations. Reporting from [cnindonesia.com](https://cnindonesia.com), an example of action occurred in Makassar

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<sup>1</sup> <https://www.bbc.com/news/business-67432080>

<sup>2</sup> <https://katadata.co.id/berita/industri/65e1642add3cb/starbucks-indonesia-cerita-efek-besar-boikot-penjualan-anjlok-35>

on June 7, 2024, which was carried out under the name of the "Aksi Bela Palestina"<sup>3</sup>. In this action, members consisted of several Islamic organizations and swept to places included in the boycott list in Makassar such as McDonalds and Starbucks.

However, during this rampant boycott movement, there are still consumers who still come and consume Starbucks. For this reason, this phenomenon has attracted the attention of researchers to examine the reasons why consumers still bought Starbucks during a massive boycott movement against it. Starbucks Dprima Makassar is the place of research because based on the results of the researcher's observations, there are still consumers who come to Starbucks almost every day during the boycott period.

This study aims to outline how consumers view the Starbucks brand and explain the factors that consumers consider continuing choosing Starbucks which is being boycotted. Currently, there is no research that examines why consumers still choose Starbucks during a massive boycott movement in Indonesia.

## 2. METHODS

This study uses a type of mixed method research (MMR), which combines qualitative and quantitative approaches in the data collection stage. With this method, the researcher will make a questionnaire that is used for the first data collection with quantitative results to then select participant data and get deeper data qualitatively (in-depth interviews) to get the result of qualitative data. Quantitative data will be carried out first to categorize consumers who come to Starbucks. Then the data will be developed with in-depth interviews from the findings of the quantitative method.

By conducting research at Starbucks Dprima Makassar, the researcher provided a questionnaire to customers at Starbucks Dprima Pelita Makassar to get initial information and after that conducted in-depth interviews to obtain holistic data openly. The researcher uses Mixed Method Research because this research requires a lot of initial images in terms of quantity and requires a personal view of the consumer, so it requires an in-depth interview to get answers from the personal views of the consumer.

The research began by giving a questionnaire to every consumer who came to Starbucks which contained questions about their job, age, religion, and a brief question about the boycott which included whether they agreed with the Starbucks boycott. The data generated from the questionnaire questions then became a preliminary picture which I then reviewed further to get personal views through in-depth interviews. Not all respondents to the questionnaire I asked were informants, there were only five informants that I chose. Because not all respondents are willing to be informants, and diversity from various groups (such as gender and jobs) to make the sample more varied. Given the limited number of respondents because the questionnaire was handed out during the Starbucks boycott period—few people came, and some consumers were people who came day to day.

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<sup>3</sup> <https://www.cnnindonesia.com/nasional/20240612195314-20-1109167/>

### 3. RESULT AND DISCUSSION

- **Consumer Preferences and Their Point of View**

**Table 1.** Starbucks Dprima Makassar Consumer Description

Religion	Gender	Education	Personal Views on Boycott
Moslem (19)			
Protestant (1)	Men (11)	High School (1)	
Catholic (1)		Associate Degree (1)	
	Women (10)	Bachelor's Degree(9)	
		Master's Degree (10)	
			Agree (1)
			Neutral (13)
			Disagree (7)

With total 21 respondents, it can be seen from table 1 above that mostly consumer are muslims and choose netral view on the boycott issue. Religion, job and education are important aspect in determining personal views on this boycott phenomenon, because the state is in conflict—Palestine is a country with a majority Muslim population and Israel is a religious majority Jewish population. Based on data from the Israel Central Bureau of Statistics<sup>4</sup>, in 2022, the number of Jews in Israel is 74% with the rest being Christians, Muslims, and other religions. Meanwhile, in Palestine, 98% of the population is Muslim, which data is obtained from the Cultural Atlas.

Religious identity is an aspect that is often associated with a person's personal views in determining his or her side with two countries. The feeling of brotherhood and brotherhood in religion triggers partisanship. In addition, education is also a factor that I think is important because a person's ability to see phenomena is influenced by insight and knowledge. Although knowledge and insight can be obtained outside of schools and universities, in this study education is an indicator of forming personal views.

The reason for neutrality and disapproval is motivated by personal views that are influenced by needs. The need for respondents (who in this case are Starbucks consumers) to find a convenient place to enjoy coffee and do schoolwork and work. Other respondents also stated that this disapproval and neutrality was their choice because the information circulating regarding the reason why Starbucks was boycotted was not completely true. The truth that they feel still needs to be validated makes them choose to be neutral to avoid misunderstandings in digesting information. The researcher obtained this opinion from the results of the answers that the researcher shared with the respondents with the results of short answers related to the reasons they chose the view of the boycott phenomenon.

**Table 2.** Respondent's Reason for Determining the View. (Translated).

VIEWS	REASONS
	<ul style="list-style-type: none"> <li>• Need more information that Starbucks is not part of Israeli funding</li> <li>• I disagree because, in receiving one news related to the call to boycott Starbucks it is not based on actual facts. I look at it from a different side. Namely good service from Starbucks employees, the comfort of the place for WFC.</li> </ul>

<sup>4</sup> [http://www.cbs.gov.il/reader/?Mlval=cw\\_usr\\_view\\_Folder&ID=141](http://www.cbs.gov.il/reader/?Mlval=cw_usr_view_Folder&ID=141)

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**DISAGREE**

- Disagree
- The community is too selective. If it is related to war, other wars should be rejected, not only the Palestinian war. Other than that I only go well with Starbucks coffee
- Impact on employees, Starbucks supports social initiatives
- At first, it participated in the boycott but after studying data from the BDS (Boycott, Divestment, and Sanctions) list, there was no concrete evidence of Starbucks involvement or financial support for Israel.
- Although Starbucks is a foreign product that is associated or judged to be in favor of Israel, all the workers and resources used to make its products come from within the country. They are employees and coffee farmers throughout the archipelago. The reason for this boycott itself is actually just a misunderstanding and poor public relations management of Starbucks dadri.

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**NETRAL**

- I am neutral in this view, because I choose a coffee shop depending on my comfort working in it and not influenced by the assumption of agreeing or disagreeing with baikot
  - Nothing beats the taste of caramel chocolate
  - I LOVE STARBUCKS CHOCOLATE LIKE NOTHING RIVALS THE TASTE OF CHOCOLATE AND THE FRIENDLINESS OF THE EMPLOYEES
  - In my opinion, the issue of boycotts like this often involves various groups with different backgrounds and beliefs. By remaining neutral like this, I think we can be more inclusive and also respect the views of both sides (agree/disagree) without taking sides with one of them.
  - Because I don't know whether it is true or not whether SBUX really allocated its funds to Israel
  - Maybe it's just each individual because it is not included in the list of DBs
  - Because I've always been a connoisseur of starbucks.
  - Just enjoy what i drink
  - At first, it participated in the boycott but after studying data from the BDS (Boycott, Divestment, and Sanctions) list, there was no concrete evidence of Starbucks involvement or financial support for Israel.
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	<ul style="list-style-type: none"> <li>• Because everyone has their own opinion and action regarding the Boycott, regardless of that I made observations about the boycott or not, and in the end I decided to be neutral because Starbucks Indonesia has explained on its website and social media about not being involved in the action of supporting Israel.</li> <li>• I initially boycotted but after there was. Starbuck's statement regarding the company's view of the conflict in Gaza, I prefer to be neutral</li> </ul>
<b>SETUJU</b>	<ul style="list-style-type: none"> <li>• Because there is a ALLEGATION of supporting / supporting funding in the Palestinian-Israeli conflict.</li> </ul>

It can be seen from the table above that the reasons for the respondents' views in determining their views vary. One of the reasons that has been widely cited is the lack of clear facts regarding Starbucks supporting Israel in the conflict. Likewise, the reason for the respondents who chose to agree to the boycott can be seen that he wrote the reason with the word "ALLEGATION" which the researcher can ascertain that the respondents felt that the fact that Starbucks supported one of the parties in the conflict was insufficient. On the other hand, one of the information that is considered factual according to respondents is Starbucks' official response to the issue. The official response stating that Starbucks is not on the side of any party in the war and is not included in any political agenda has received a positive view of consumers written in Indonesian. This is based on the results of interviews with informants who expressed their confidence in the official statement.

“There is a Starbucks statement about their not affiliated with government issues (Starbucks statement on the website). So there I don't feel that it is impossible for Starbucks in this condition to lie. And there I concluded that I don't need to participate in this Starbucks boycott”.-Interview Abi, 28 Agustus 2024 (Translated).

The official response can be seen through the official Starbucks website, Starbucks Indonesia Instagram account and tags on tables at each Starbucks outlet. Respondents' response also included data from BDS (boycott, Divestation, and Sanctipon), a movement that emphasizes socio-economic sanctions against companies that support the Zionists, that Starbucks is not on the official boycott list.

This is in accordance with data from BDS (Boycott, Divestment and Sanctions), which is a campaign to stop buying products from companies whose profits are affiliated with Israeli war financing which threatens from an economic perspective which proves how local issues can have an impact on the global economy and foreign policies of various countries (Saskia Aulia Putri & Nur Isdah Idris, 2024). Data shows that Starbucks is a non-target company on the BDS list because of the impact of its sales which has a relatively small impact on the Israeli-Palestinian war. For this reason, there is no Starbucks in the boycott target according to BDS. This is because the reason for the boycott of Starbucks apart from the lawsuit filed against the Starbucks employee movement in the United States, there is also an indirect flow of funds that come from Starbucks profits in the form of shares for Israel is suspected because the party who owns these shares also has a part in the war that occurred. For example, The Vanguard Group, which holds 7.7% of Starbucks shares, is also the largest shareholder of Elbit Systems, the largest Israeli arms

company. Blackrock, which holds 7.2% of Starbucks, is also the largest shareholder of Lockheed Martin, the fighter aircraft company for Israel<sup>5</sup>.

In addition to the reason based on the fact of the boycott phenomenon, some of the respondents I interviewed (who became an informant) stated that the reason for staying at Starbucks was because of their desire to enjoy drinks and enjoy their comfortable place. The functional reasons behind consumer preferences are one of the crucial aspects to review because some respondents said that they do not care much about the issue of boycotts and prioritize wants—which in this case is also their need to get the atmosphere of the place. In my interview with the informant, CL mentioned that he chose a place based on his need for comfort to do his job, not affected by anything.

“I didnt say I agree or disagree, because I chose the coffee shop not because he is affiliated with a particular sect or any country. I choose a coffee-shop purely based on my proportion in doing the job whether it is comfortable or not”. Interview with CL, 30 Agustus 2024 (Translated).

CL, who often comes to Starbucks Dprima to do his work duties, stated that it was the convenience that made him choose Starbucks Dprima.

- **Consumer Needs and Starbucks Ambience**

**Table 1.** Respondent Jobs

Respondent Job	Total
Private Employees	5
Entrepreneur	3
Non Governmental Organization	2
College Students	2
Civil Servant	2
State-owned company employees	4
Notary	1
Freelancer	2

It can be seen in the table above that only two of the twenty-one respondents are students. Consumers who come to Starbucks Dprima hotels are generally dominated by workers and students to do office work or college assignments. The number of consumers who choose Starbucks Dprima to do their jobs is because of its supportive atmosphere. The atmosphere is conducive and comfortable.

Based on the results of the interview, Starbucks is one of the places that is usually used as a place for WFC (Work from Café) because all Starbucks outlets have internet and have a comfortable atmosphere. The comfort at Starbucks is affected by the temperature that uses the

<sup>5</sup> [https://www.cipme.org/fs\\_241](https://www.cipme.org/fs_241)



air conditioner as a cooler, the cleanliness of the consumer area, lighting, and not too noisy. This is based on the results of the researcher's interview with the informant.

“I like both, studying and hanging out too. That's why I look for a warm atmosphere in terms of lighting that is for learning indeed, I avoid cafes that have live music and at Starbucks also the music is not too noisy”. – Interview with ZD, 16 Agustus 2024 (Translated).

Dinne-in consumers who come to Starbucks Dprima generally come to do their schoolwork or work. For this reason, they need a comfortable place that supports their needs. This is in line with what Informant Abi said that Starbucks Dprima is a comfortable place to sit for a long time because of its supportive place and atmosphere.

“So it's been almost 5 years since I've been at Starbucks almost every week. I often go to other Starbucks in Makassar, It's still the most comfortable place here (Starbucks dprima) because the comfortable atmosphere is from air conditioning, parking, and not too crowded even though aesthetically it's still better at other Starbucks, Only here I'm more comfortable because of the atmosphere. It means that it is more comfortable to sit here for a long time”. -Interview with Abii, 28 Agustus 2024 (Translated).

In determining the preference for choosing a place to do tasks or hang out, consumers determine their place through their personal views with a judgment of convenience, price, and location. Consumer assessment through these three indicators will determine which place consumers will go to. Consumers who often come to Starbucks Dprima are dominated by consumers who want to do office or college assignments so they are more likely to need a place that is not too noisy, a room temperature that is not too hot, the availability of comfortable chairs and tables, and the availability of power and wifi plugs. that Starbucks Dprima is a suitable place to do work. The taste of good coffee, a place that is not too crowded compared to other coffee shops, and complete facilities are the reasons why Dito considers Starbucks Dprima suitable for doing *Work From Café*.

“But the most important thing I look for is comfortable, because the place to work from coffee shop (wfc) outside the office is the most delicious Starbucks. The first is because there are no other Serame coffee shops, the coffee is delicious and the facilities are complete”. - Interview Tito, 28 Agustus 2024. (Translated).

Starbucks Dprima is a Starbucks whose position is in the Dprima Panakkukang hotel so that some of the facilities such as parking and toilets available are facilities provided by the hotel and provided for free. On the other hand, Starbucks barista Dprima is used to considering consumers as friends so that there is no *gap* between baristas and consumers. The comfort created by this barista triggers consumers to come back to Starbucks Dprima because they feel welcomed by the barista. Through interviews, the informant said that the hospitality is shown through smiles and greetings to consumers every time a consumer comes to the store. This shows that the comfort and atmosphere of the store can be formed not only from the atmosphere of the place, but also from the ability of workers to create a warm atmosphere. So that Starbucks Dprima has more value when compared to other coffee shops.

The sense of comfort that arises from that friendliness then also creates a sense of security for consumers. For example, if consumers want to leave their luggage if they come alone and want to go to the toilet or pray in the prayer room.



“There are indeed many here (other coffee shops). It's just that I'm like this, if there is a place I am comfortable there, like I already know this anyway (know the baristan), it's easy to leave a laptop where it is. Feel comfortable so”. -Interview with WY, 1 Oktober 2024. (Translated).

Kotler dan Keller (2016), Explaining that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the thought product against their expectations. Satisfaction is a function of perceived performance and consumer expectations. If the performance of a product or service meets or exceeds expectations, consumers will be satisfied or very satisfied. In line with the opinion Kotler and Keller, Bateson and Hoffman (2011) also argue that consumer satisfaction is the result of consumers' perception of the value received from a service compared to their expectations. They emphasize that satisfaction can be affected by factors such as service quality, price, and customer relationships. (Prabowo & Sitio, 2020). For this reason, consumers consider price to determine individual satisfaction with a company's products. This is in line with the results of the study (BB & Vitaharsa, 2024; Gemina et al., 2024; Gunawan et al., 2022; Hermawan et al., 2024; Sakti & Friantin, 2024) which concludes that price is a factor in consumer satisfaction when buying a product.

The informant stated that one of the factors that made him come to Starbucks every day besides wanting to work and needing a comfortable place was the promo. Promos held by Starbucks often make consumers feel satisfied with the price they get after the promo.

"I didn't even know that there was a boycott. I mean, I heard there was a ring, but I didn't mean something I cared about. While passing that, it means that there is a boycott or no boycott. One of the benefits is a boycott, there is a discount, that's it". -Interview with WY, 1 Oktober 2024. (Translated).

Consumers feel that since the boycott of Starbucks has become an advantage, because there are always promos held every day.

#### 4. CONCLUSION

Consumers who are loyal customers of Starbucks at the time of the boycott issue are dominated by people who want to do college assignments or the office so they need a comfortable place according to their views. When there is the issue of boycotts, consumer views are dominated by neutral and disagreeing judgments. This is because consumer needs then collide with moral reasons so that it triggers consumers to try to find more information to get the truth and be taken from sources that they think can be trusted. One of the information that received a positive response was an official response from Starbucks stating that it had nothing to do with any war and political agenda. The company's donation activities informed by the company to consumers are a positive effort to maintain Starbucks' good image.

Consumers' need for space (atmosphere and facilities) and products is the main reason why there are still consumers who come to Starbucks during the boycott. Needs that are considered to only be available at Starbucks with the support of other factors such as price and location are the basic reference for consumer preferences to keep coming to Starbucks. For this reason, consumers became satisfied with Starbucks and the boycott did not have much effect on the decision of consumer references to keep coming.

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